



Overcoming
communication
barriers

Berlin, 18./19.10.2004

The challenge of innovation

Innovations – benefit is the key



An innovative Process – cooperation in purchasing



T · · · DSL · · ·

An innovative technology – the Telephone



**"... But an entrepreneur has, in addition to visions, plans. In addition to plans, actions"
(Bob Metcalfe)**



What counts in business – time and execution



SIEMENS

Communications

Three programs for innovation and acceleration



RAPID - Program

SMART - Program

Innovation Board

**LifeWorks –
you're closer to innovation than you think**



SIEMENS

Communications

LifeWorks – our vision of communication

To watch the video please visit:

<http://www.siemens.com/lifeworks>



SIEMENS

Communications

A photograph of two young children, a boy and a girl, smiling and interacting. The boy is on the right, wearing a blue long-sleeved shirt with a Siemens logo that says 'United Team of Germany' and blue cargo pants. The girl is on the left, wearing a pink patterned shirt. They are in front of a light blue wall and a window with a grid pattern. The text 'Overcoming communication barriers' is overlaid on the image in a blue, sans-serif font.

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Thank you for your attention!